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Utilizing Employee Satisfaction Surveys

What are the benefits (and risks) of really hearing how your people feel?



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In this issue of *People Insights*, we will be focusing on the value of Employee Satisfaction Surveys. We will be looking at:

- The benefits of conducting employee surveys in your organization
- The pitfalls to avoid
- The risks surveys can create
- The areas to investigate in this type of survey

Benefits

Leading organizations are always seeking to understand what is working well (and not so well) from the employees' perspective. They don't take for granted that "everything is okay" in the minds of employees. They want to continue to be in tune with how employees are feeling about their jobs and the organization.

Employee surveys are also a great way to gauge how people are viewing the current state of the company, recent organizational changes, or the implementation of new Human Resources programs or company policies. Often surveys are conducted on an annual basis to allow employees a regular opportunity to tell management how things are going and for the company to have a full understanding of how things are improving in the business.

Pitfalls

When considering conducting an Employee Satisfaction Survey in your organization, there are some pitfalls to avoid in order to obtain open and honest feedback and ensure that you get valuable comments and input from the employees.

- It is imperative that the survey be customized to your organization, so that employees feel the survey is relevant to them.
- The survey must also be conducted and consolidated by an independent outside consultant. The reason for using consultants for this type of project is that they have the expertise and experience to conduct a proper and effective survey. Also, an outside party gives employees the confidence and assurance that the survey is confidential and that their responses will remain completely anonymous.

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People Insights, Inc.

has been in business since 1999 and has assisted a variety of organizations by helping them to maximize their people potential and, thus, increase their bottom lines. Contact us to see how you and your organization can benefit from our experience.

“Effective people are not problem-minded; they’re opportunity-minded. They feed opportunities and starve problems.”

Stephen R. Covey

“The deepest hunger in the human soul is to be understood. The deepest hunger of the human body is for air. If you can listen to another person, in depth, until they feel understood, it’s the equivalent of giving them air.”

Anonymous

Employee Satisfaction Surveys can transform your organization

Pitfalls cont.

- Finally, surveys must allow for the free flow of input through the ability to provide written comments in each section of the survey.

Risks

Now let’s turn to the potential risks of conducting an Employee Satisfaction Survey. When a survey is conducted, it creates expectations for employees that their views and opinions will be heard and acted upon.

This means that the results must be shared, including the bad news. In addition, action plans to rectify any concerns that arise must be openly communicated and acted upon in due course. What this really means is that if management is not prepared to address the issues presented in the survey, there is a legitimate concern that the employees who have shared their views will see that there is no realistic expectation that things will change and thus lose faith in the company, possibly disengaging, or even eventually leaving the organization.

To summarize, if the company is not prepared to deal with ALL of the issues addressed in the survey, it is strongly recommended that such a survey not be conducted.

Survey Design

Now that we have examined the benefits, pitfalls, and risks of conducting an Employee Satisfaction Survey, and it is still seen as a viable consideration for your organization, it is time to consider the topic areas to address.

In designing such a survey, consider developing questions in the following topic areas:

- Company Direction and Leadership
- Communication
- Personal Growth and Training
- Rewards and Recognition
- Job Satisfaction
- Work Environment

In this issue of *People Insights*, we have tried to outline the benefits, risks, pitfalls, and design considerations for conducting an Employee Satisfaction Survey. Should you consider conducting a survey such as this in your organization, effectively utilizing the results can transform your organization to make it a great place to work. Ultimately this will result in the ability to successfully attract and retain quality people.

Suggested Next Steps

Should you decide to implement a survey like this in your organization, please contact me for a free on-site initial consultation to discuss how **People Insights, Inc.** can help make your business even more successful.

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